

Identities and Output(s) of game(s) in Globalization: a Semiotic and Cognitive Approach to Professional Football: Proposals for Educational and Training Tracks

Najib Melhli, Françoise Le Lièvre

Najib Melhli, Bordeaux II University, France

Françoise Le Lièvre, Western Catholic University, France

francoise.lelievre@gmail.com; melhli.naji@gmail.com

Keywords: Education, Football, Cognitive Type, Expats, Globalization.

Abstract. Since the Bosman judgment in 1995, the football landscape has undergone profound changes in its financial, media and cultural dimensions, and the composition of teams has been greatly altered by increased mobility, football clubs now being banned from imposing quotas linked to nationality. This paper will tackle the problem of what is today part of the construction of the identity of a football club through the study of the characteristics of the game itself. In a cognitive and more precisely semiotic approach, we will try to analyze the football game by showing how, during the game, the players develop a perceptual judgment leading to the decision-making (the pass or move). Taking the player's culture, his personal history, his learning, and his own game logic as the key-elements that organize and co-build the game action, we will describe the progress of different game situations to reveal what we will define as the "cognitive-type" of the player (Melhli ¹, 2011). We will also address the issue of the construction of the identity of a football team trying to understand how a team develops a game based on a "common framework" - the relationship between the individuals who make up the collective strategy with their coach as the guarantor. These observations will eventually lead us to propose the possible emergence of a new organizational form of the game that can be modeled on a unified production pattern. To answer these questions, we will analyze the game in a team like FC Barcelona - showing a game background firmly rooted, efficient and recognized for its excellence - which will lead us to make educational and training proposals.

¹ Melhli N., "The space between football players as a legible and communicative sign of the cognitive type of the player", PHD, Bordeaux II University under the direction of Professor André Menaut, 2011.